



CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

WORKFORCE DEVELOPMENT BUREAU

3447 ATLANTIC AVENUE ? LONG BEACH, CALIFORNIA 90807 ? (562) 570-3700 ? FAX (562) 570-3704 ? TTY (562) 570-4629

REQUEST FOR QUALIFICATIONS

CITY OF LONG BEACH WORKFORCE DEVELOPMENT BUREAU BUSINESS EXPANSION AND RETENTION NETWORK

Marketing Services

The City of Long Beach Workforce Development Bureau (Bureau) is soliciting responses from qualified marketing consultants to develop outreach materials to Long Beach businesses for new and ongoing projects. The objectives of the project will be to develop marketing materials for the Bureau/Workforce Development Board and its Business Expansion and Retention Network (Network). The purpose of the materials will be to convey the Bureau's personnel services and market joint Network efforts. The resulting products are intended to be easily adaptable to serve as a stand-alone piece for the Bureau and Board, or be adaptable to market collaborative Network services.

Background

The City of Long Beach serves as the grant recipient and administrative entity for Workforce Investment Act (WIA) funds. The Bureau administers these funds on behalf of the City and the Workforce Development Board and offers a wide array of workforce development programs and services for job seekers and businesses. Business services include personnel recruitment, selection assistance, incumbent worker training/skills upgrades, downsizing assistance, and linkage to state and federal hiring tax credits. The Bureau established the Network to bring together Workforce and Economic Development entities, the Long Beach Chamber of Commerce, the Employment Development Department, and other planning and 'business services' agencies, to facilitate collaborative business expansion and retention practices.

Scope of Work

The Bureau is seeking proposals to design and deploy a line of marketing materials for the Bureau and its Network targeting both small and large Long Beach based businesses (5-500+ employees). Final products will speak to our array of programs and services that benefit both 'prospering' and 'at-risk' businesses. Printed materials will use the Workforce Development Board's 2005 Annual Report as launching point for design approach and consistency of message.

The scope of the project is expected to include:

1. Graphic Design
2. Copywriting
3. Editing
4. Pre-Press Production and Print Coordination
5. Press-Ready Artwork, E-Versions, and Updateable Templates (see item #5 below)
6. Material to be available in 3 Languages (English, Spanish, & Khmer)

Deliverables

- (1) Lead Marketing Material – Tri-Fold Materials Folder
 - a. Layout is a tri-fold business focused marketing folder (accommodating 8 ½" x 11" materials) with tiered pockets for fact sheets and attached self-mailer response card
 - b. Copy will include a summary of the programs and services offered by the Bureau and tentatively grouped in the following areas:
 - i. Personnel Solutions
 - ii. Financial Assistance
 - iii. Organizational Development (small business development, business plans)
 - iv. Business Transition (downsizing, layoff aversion, etc)
 - c. Art to incorporate photos of a business environment
 - d. Tiered sleeves on one panel to display single sided marketing inserts - layout needs to be easily adaptable to add or delete marketing for seasonal events
- (2) Fact Sheets – Multiple one-sided fact sheets providing an overview of seasonal services to be used as inserts in the lead marketing folder (item 1 above). Examples include:
 - a. Business Expansion and Retention Network
 - b. Youth Internship Programs, Summer/Seasonal Hiring Events
 - c. Industry-based Initiatives
- (3) All materials to be available in print and electronic formats
- (4) Layout and art to be in full color and printed on high quality card stock and/or glossy paper
- (5) All materials to be provided in a modifiable *template* format to support updates/revisions by in-house marketing staff – template-style files to be compatible with Adobe Photoshop 6.0 or MS Publisher 2000 for PCs.

Submission Requirements

- (1) Provide two copies of a fee schedule, with full breakdown of costs associated with Deliverables #1 and #2 above, including all production and printing work
- (2) Provide samples of similar work and references of current and past clients

General RFQ Information

- (1) The information submitted in response to this solicitation is not legally binding; however, any financial agreements, which are based on the proposals and subsequent negotiations, become legally binding after both parties have signed them. All resulting agreements – financial and non-financial – will provide mutual termination clauses between the two agencies.
- (2) The City of Long Beach has the right to reject any proposals that do not conform to program goals and objectives, and may request redesign after submission. Incomplete submissions may be disqualified from the process. The submission must contain accurate and complete information as requested by the RFQ. The City reserves the right to disqualify any submission that contains inaccurate information.

- (3) All submissions become the property of the City. All costs associated with the development of submissions in response to this solicitation must be borne by the applicant. The submission shall not include any such expenses as part of any fee quotations, if fees apply.
- (4) If no more than one submission is received in response to this solicitation, the City reserves the right to classify this procurement a failed competition, and either re-compete the procurement, or enter into a sole source agreement with the sole respondent.
- (5) The City reserves the right to select more than one party to provide these services.
- (6) The City reserves the right, at its discretion, to extend any resulting financial and non-financial agreements for an additional two years (with actual funding amounts based on performance and availability of state and federal funds) and continued project needs.
- (7) Questions regarding elements and requirements of this RFQ will be accepted in written format only. All questions should be either mailed/hand delivered to: RFQ # 05-003 Review Team, Workforce Development Bureau, Career Transition Center, 3447 Atlantic Avenue, Long Beach, CA 90807; faxed to (562) 570-3704, or emailed to gary_flaxman@longbeach.gov. Questions and responses to questions will be posted on the Bureau's website, www.longbeachworkforce.org.
- (8) Any prices proposed within the submission must be valid from the date of the proposal through December 31, 2006, at minimum, and must include any/all costs expected to be paid by the City.
- (9) Two (2) copies of each proposal, of which one (1) must bear original signatures, should be submitted to: RFP # 05-003 Review Team, Workforce Development Bureau, Career Transition Center, 3447 Atlantic Avenue, Long Beach, CA 90807. The deadline to submit proposals is 12:00 p.m. on March 20, 2006.
- (10) No late submissions, whether mailed or hand-delivered, will be accepted.
- (11) Respondents may be asked to provide additional information as needed.
- (12) The submissions selected become part of the financial and/or non-financial agreements between the City and organization, and as such become public record. If the submission contains any confidential information, such information must be removed from the body of the response and placed in an Appendix.
- (13) This announcement and its attachments are an RFQ and are invitations for prospective individuals/firms/community organizations to respond. Although this solicitation is in RFQ format and will follow RFQ conventions, the City expressly intends that the procurement of service providers is a professional service and is not bound solely by the lowest price, where costs apply.
- (14) Contract awards will be based upon several factors, including but not limited to cost, compatibility of proposed services to stated marketing needs, and qualifications to provide such services.

- (15) Proposers must be Affirmative Action/Equal Employment Opportunity Employers. Service providers will be required to meet EEO requirements as applicable.
- (16) File required insurance documentation with the City of Long Beach Risk Manager. The City must review all documentation requirements that contractors must carry:
- Comprehensive General Liability in the amount no less than \$1,000,000; Combined Single Limit for each occurrence or \$2,000,000 General Aggregate for bodily injury, personal injury and property damage
 - Workers' Compensation as required by State law
 - Blanket Honesty Bond for at least 25% of the amount of the grant
 - Automobile Liability in an amount not less than \$500,000 Combined Single Limit per accident for bodily injury and property damage covering owned, non-owned, and hired vehicles
 - The City of Long Beach and their Officers, Employees, and Agents are to be covered as additional insured
 - Notice of Cancellation must ensure that each insurance policy shall be endorsed to state that the coverage shall not be suspended, voided, or canceled except after thirty (30) days prior written notice has been given to the City of Long Beach.

EQUAL OPPORTUNITY EMPLOYER/PROGRAM

Auxiliary aids and service available upon request to individuals with disabilities.

TTY Relay: (562) 570-4629